

1. Record Nr.	UNISA996215285903316
Titolo	Journal of database marketing & customer strategy management
Pubbl/distr/stampa	London, : Henry Stewart Publications, 2003-
ISSN	1741-2447
Soggetti	Database marketing Customer services - Management Databases & Database Management Marketing HW_MM Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed Title from journal home page (ABI INFORM Global, viewed Oct. 28, 2004).